

RJ REYNOLDS

TOBACCO COMPANY

COPY

August 12, 1997

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
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RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Coz:

SALEM .30¢ tear tape product has been ordered, as well as 11 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SEPTEMBER DELIVERY
SALEM TEAR TAPE
BUFFALO TOBACCO

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

SALEM FULL FLAVOR

SALEM LIGHT

SALEM FULL FLAVOR 100

SALEM LIGHT 100

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL.)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases</u>
<u>@ .30¢ Off</u>		
12300-24194	Full Flavor	1
12300-24196	Light	1
12300-24195	Full Flavor 100	1
12300-24197	Light 100	1

Product / Premium Arrival: September 2, 1997

Ship Date to Retail: Week of: September 8, 1997

EFT \$ Amount: \$1,431.29

Non-EFT \$ Amount: \$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.**

SEPTEMBER DELIVERY

51845 6455

OCTOBER DELIVERY
SALEM TEAR TAPE
BUFFALO TOBACCO

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases</u>
12300-24194	Full Flavor	@ .30¢ Off 1
12300-24196	Light	1
12300-24195	Full Flavor 100	1
12300-24197	Light 100	1

Product Arrival: October 6, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: October 13, 1997

EFT \$ Amount: \$1,431.29

Non-EFT \$ Amount: \$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

OCTOBER DELIVERY

51845 6456

Retail Accounts with Vap Supplier for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS										
SR TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	VAP	VAP	SUPPLIER	Salem	Salem
						WHLSR	WHESR	RATE	King	FF 100
162601	398677	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	81120	BUFFALO TOBACCO PRO		0	1
162601	667214	NFT MOBIL	8721 NIAGARA FALLS B	NIAGARA FALLS	NY	81120	BUFFALO TOBACCO PRO		0	2
162601	752642	RAINTREE CONVENIENCE	2960 COLVIN BLVD	TONAWANDA	NY	81120	BUFFALO TOBACCO PRO		0	1
162601	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	81120	BUFFALO TOBACCO PRO		0	12
162602	665636	MICHAEL'S SUNOCO	3705 HARLEM ROD	BUFFALO	NY	81120	BUFFALO TOBACCO PRO		0	1
162602	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	81120	BUFFALO TOBACCO PRO		0	3
162603	323511	GAS RITE, INC.	11665 BROADWAY ST	ALDEN	NY	81120	BUFFALO TOBACCO PRO		0	2
162603	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	81120	BUFFALO TOBACCO PRO		0	1
162603	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	81120	BUFFALO TOBACCO PRO		0	2
162603	483559	GANCI'S EXPRESS MART	1241 E LOVEJOY ST	BUFFALO	NY	81120	BUFFALO TOBACCO PRO		0	4
162603	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	81120	BUFFALO TOBACCO PRO		0	1
						81120 Total			30	30
									30	30